

Personal Branding: You Already Have a Brand, Learn How to Manage It

Linda Flores

Brigham Young University

Career Director

Humanities and Family, Home & Social Sciences



What do you know about Personal Branding?



Personal Branding MYTHS

- ★ Personal branding is just self-promoting and bragging
- ★ Having your own brand makes you less of a team player
- ★ Personal branding is only for top corporate leaders
- ★ I don't need a brand; most people don't have one anyway
- ★ I just need to design my brand once and I'm set for life
- ★ My brand is my job title or job description



Personal Branding TRUTHS

- 1) You already have a brand. You always have.
- 2) You are as good as your reputation.
- 3) If you don't manage your brand, it probably won't help get you where you want to go.



What is a Personal Brand?

- ★ Your public image
- ★ What you're known for
- ★ An expectation of an experience



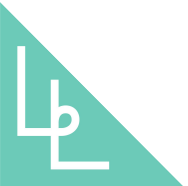
Family
Friends
Passersby



Personal Brand

Professional
Brand

Recruiters
Supervisors
Colleagues
Clients
Students



Brand Self-Inventory

Traits

Values

Passions

Strengths

Goals



Self-Inventory

Traits	Values	Passions	Strengths	Goals
Curious	Education	Learning	Empathy	Certificate in Public Speaking
Passionate	Efficiency	Counseling	Activator	
Straightforward	Health	Teaching	Connectedness	
Organized	Fairness	Dance	Input	Present at NCDA
Encouraging	Environmentalism	Music	Individualization	
Grateful	Aesthetics	History		M.Ed. in Adult Education & Lifelong Learning
Fast-paced	Loyalty	Food		



Personal Mission Statement



To assist individuals in their quest for perfection and eternal life.



**Launched
by Linda**

To inspire and empower others to discover and fulfill their potential and add greater meaning to their lives by advancing their education and careers.

Personal Mission Statement

WHY

- ★ Expresses your core values & beliefs
- ★ Helps you match with companies that have similar values & beliefs
- ★ Helps you focus your energy and resources
- ★ Articulates what success looks like to you

HOW

- 1) Identify themes of past successes
- 2) List ways you could contribute
- 3) Identify core values and narrow down to <5
- 4) Identify goals
- 5) Draft & redraft



Personal Mission Statement Examples

Denise Morrison (CEO of Campbell Soup)

"To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."

Sir Richard Branson (Virgin Group Founder)

"To have fun in my journey through life and learn from my mistakes."

Oprah (Talk show host, actress, producer)

"To be a teacher; to be known for inspiring my students to be more than they thought they could be."



Past

B.A. American
Studies, Minor in
Ballroom Dance

M.A.

Psychological
Counseling

Career Counselor

Academic
Advisor

Present

Career Director @
BYU

Career
Development
Instructor

Career Coach @
Launched by
Linda

ENFJ

Salsa Dancer

Future

M.Ed. Adult
Education &
Lifelong Learning

Certified
Strengths Coach



Current

Self
Loving
Loyal
Fair
Open
Honest
Humble
Curious
Clean
Driven
Grateful
Direct
Positive
Genuine
Enthusiastic
Trustworthy
Organized
Healthy

2018 Survey (n=82)	
Kind	15
Intelligent	14
Friendly	13
Dance/r	12
Determined	11
Adventurous	10
Caring	10
Driven	10
Motivated	9
Ambitious	9
Thoughtful	8
Energetic	7
Hardworking	7
Outgoing	6
Passionate	6
Organized	6
Active	6

Aspirational

Self
Punctual
Patient
Creative
Balanced
Frugal
Focused
Present



Company Brand

Personal
Brand

Personal
Brand

Personal
Brand

Personal
Brand

What unique contributions do you bring?



You take your brand with you



COLONIAL
CENTRAL
REGISTRAR AND STUDENT FINANCIAL SERVICES

School of Medicine
& Health Sciences

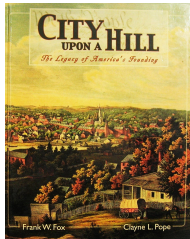
THE GEORGE WASHINGTON UNIVERSITY



COLUMBIA | ENGINEERING
The Fu Foundation School of Engineering and Applied Science

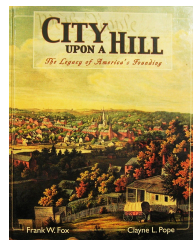
TEACHERS COLLEGE
COLUMBIA UNIVERSITY
A Graduate School of Education, Health & Psychology

COLUMBIA School of **SOCIAL WORK**
Make waves. Move mountains. Change lives.



BRIGHAM YOUNG UNIVERSITY
LIBERAL ARTS
ADVISEMENT & CAREERS

Everything you do becomes part of your brand



COLONIAL
CENTRAL
REGISTRAR AND STUDENT FINANCIAL SERVICES

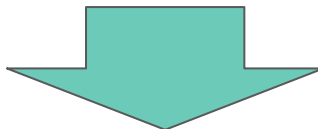
School of Medicine
& Health Sciences
THE GEORGE WASHINGTON UNIVERSITY



COLUMBIA | ENGINEERING
The Fu Foundation School of Engineering and Applied Science

TEACHERS COLLEGE
COLUMBIA UNIVERSITY
A Graduate School of Education, Health & Psychology

COLUMBIA School of SOCIAL WORK
Make waves. Move mountains. Change lives.



In Person

Interviews

Meetings

Conferences

Handshake

Eye contact

Clothing

Grooming

Voice tone

Elevator Pitch

Confident

Competent

Concise

Clean

Cordial



On Paper

Resume

Cover Letter

Business Cards

Consistent Headers

Clean formatting

No Typos



On Paper

Linda Flores

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August 17, 2018

Andrea Carpenter
Director of Career and Professional Development
American University
490 Massachusetts Avenue, NW
Washington, DC 20058

Dear Andrea:

Thank you so much for inviting me to apply for the Assistant Director for undergraduates position. I loved visiting the AU campus and meeting the team back in May. Career development within higher education has been a great passion of mine since I started my career coaching business, Launched by Linda, in 2011. I earned my M.A. in Psychological Counseling from Columbia University in New York City, where I also worked as a Career Counselor. I taught an undergraduate class called Career Exploration at BYU this year and am working towards my Diploma in Coaching online from New York University. I believe my experience and skills would make me a valuable asset to the undergraduate business students at Kogod.

As a Career Counselor for over 8½ years and dozens of alumni at Columbia University, I conducted more than 400 one-on-one advising appointments in one year with students and alumni (including phone and video calls) to assist them in all stages of job searching. I enjoy public speaking and had the opportunity to develop and present multiple training workshops on topics such as Networking, Elevator Pitch, Presentation Series to provide career roles models for diverse industries. Your Personal Brand. I organized programming such as the Alumni Speaker Series and networked with employers all over New York City to gather job and internship opportunities, conduct on-site visits, and participate in our career fair. I am an active member of NACADA and actively sought the latest employment news and trends to write monthly career newsletters and emails to inform students of upcoming opportunities.

In my various roles at 4 universities throughout my 6 years working in higher education, I have liaised with staff, administrators (including deans), employers, board of trustees members, and faculty to best serve alumni and both undergraduate and graduate students. My master's program explicitly taught multicultural competence in all course curricula and my current position as a Multicultural Adviser has prepared me to work with students from a wide variety of cultural backgrounds, and engaging LGBTQ+ students, non-traditionally aged students going through a career change, international students, and undocumented students. I am technologically savvy and currently manage the website, social media, and all public communications for the Multicultural Student Services office.

Thank you very much for your time and attention to my application. I look forward to the opportunity to speak with you again and meet the new members of the team regarding my interest and qualifications. I know my skills, experience, and enthusiasm for career development will help the undergraduate students at Kogod make important career and life decisions using their strengths and following their passions.

Best regards,

Linda Evans

Linda Flores

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PROFESSIONAL EXPERIENCE

Launched by Linda

Career Coach

8/2011 – present

- Provide virtual coaching to inspire and empower clients to maximize their potential and create a more meaningful career by fulfilling a personal brand.
- Consult with entry-level and mid-level job seekers, including career changers, to update resumes and cover letters.
- Assist students in organizing and refining essays for college admissions and scholarship applications.
- Edited 200+ documents with high overall client satisfaction rate leading to return clients, referrals, and testimonials.

Brigham Young University

Provo, UT

Career Director, Liberal Arts (University Career Services)

9/2018 – present

- Advise 1000+ Humanities and Social Sciences undergraduate students in stages of career development process using campus resources and online tools.
- Collaborate with administrators, faculty and staff to promote effective career preparation and career services.
- Outreach to employers to maintain beneficial relationships and increase internship and job opportunities for students.
- Teach 1-credit workshops on job search strategies and skills including resumes, networking, and personal branding.

Adjunct Instructor, Student Development (Career Exploration & Career Strategies)

1/2018 – present

- Design curriculum based on counseling, psychology, and career development theories to enhance students' self-understanding, utilize occupational exploration tools & methods, and practice job search skills.
- Teach 30 undergrad students in twice-weekly, semester class; manage grades in course management system.
- Multicultural Adviser & Technology Coordinator (Multicultural Student Services) 8/2017 – 9/2018
- Advise ~125 undergraduate students each semester on academic, financial, social, and emotional matters; referred students to campus resources such as counseling, Title IX, accessibility, tutoring, and medical services.
- Guided ~50 prospective students through college admissions and scholarship applications.
- Organized inaugural monthly alumni presentation series to provide career roles models for diverse industries.
- Served as office Wellness Advocate - led initiatives to enhance physical, mental, emotional, and social well-being.
- Coordinated all office technology needs for staff of 9 including creating website and social media content, updating and managing online scheduler, administering online surveys, and creating academic & financial aid reports.
- Increased Instagram followers by 60% and received NSS Star Award for innovation.
- Supervised and mentored student technology assistants' professional, intellectual, and character development.

Columbia University in the City of New York

Career Counselor (School of Social Work)

New York, NY

8/2011 – 8/2017

- Provided career counseling for school of Social Work students regarding resume/cover letter reviews, interview preparation, LinkedIn profiles, job search, career planning, decision-making, goal setting, and self-exploration.
- Engaged with alumni and employers to increase number of employment opportunities for students.
- Designed and wrote monthly school-wide newsletters of career tips, resources and events.
- Recruited speakers and facilitated presentations for Alumni Career Talk series to highlight diverse social work career paths; created and coordinated International Graduate Internship Series.
- Hired and supervised part-time graduate intern in conducting drop-in hours, designing and managing marketing materials, approving online job board postings, writing weekly newsletters, and updating sample documents.
- Developed and presented workshops on career skills and for Fall-Care Day, including "Emotional First Aid Kit".
- Academic Secretary (Teachers College - Music and Music Education Program) 12/2014 – 8/2016
- Advised students on policies and procedures re: registration, graduation, room reservations, and instrument rentals.
- Coordinated with 10+ campus offices and 10+ faculty to promote students' academic progress.
- Attended and wrote blog posts for Professional Development events; oversee social media.
- Supervised 3 part-time student employees in daily office tasks and help write work study job descriptions.
- Planned annual events and administered book program funds and processed reimbursements/purchases.
- Customized new software-as-a-service (SaaS) database for academic records of approximately 125 students.

Administrative Assistant (Civil Engineering and Engineering Mechanics Department)

9/2014 – 12/2014

- Managed front desk and supervised work study student – direct visitors, distributed mail, and maintained inventory.
- Processed requisitions, purchase orders, invoices, cash deposits, timecards, and faculty expense reports.

Student Affairs Graduate Intern (Industrial Engineering and Operations Research Department)

12/2014 – 8/2014

- Advised students and parents in person and via email regarding admission requirements and orientation.
- Edited 200+ resumes of incoming students and organized data for graduate students' internship placement.
- Assisted in registration and event management during department orientations, seminars, and conferences.

Linda Evans - Resume 1/3



Launched by Linda



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Career Coach

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90% of recruiters conduct online research on candidates

Online

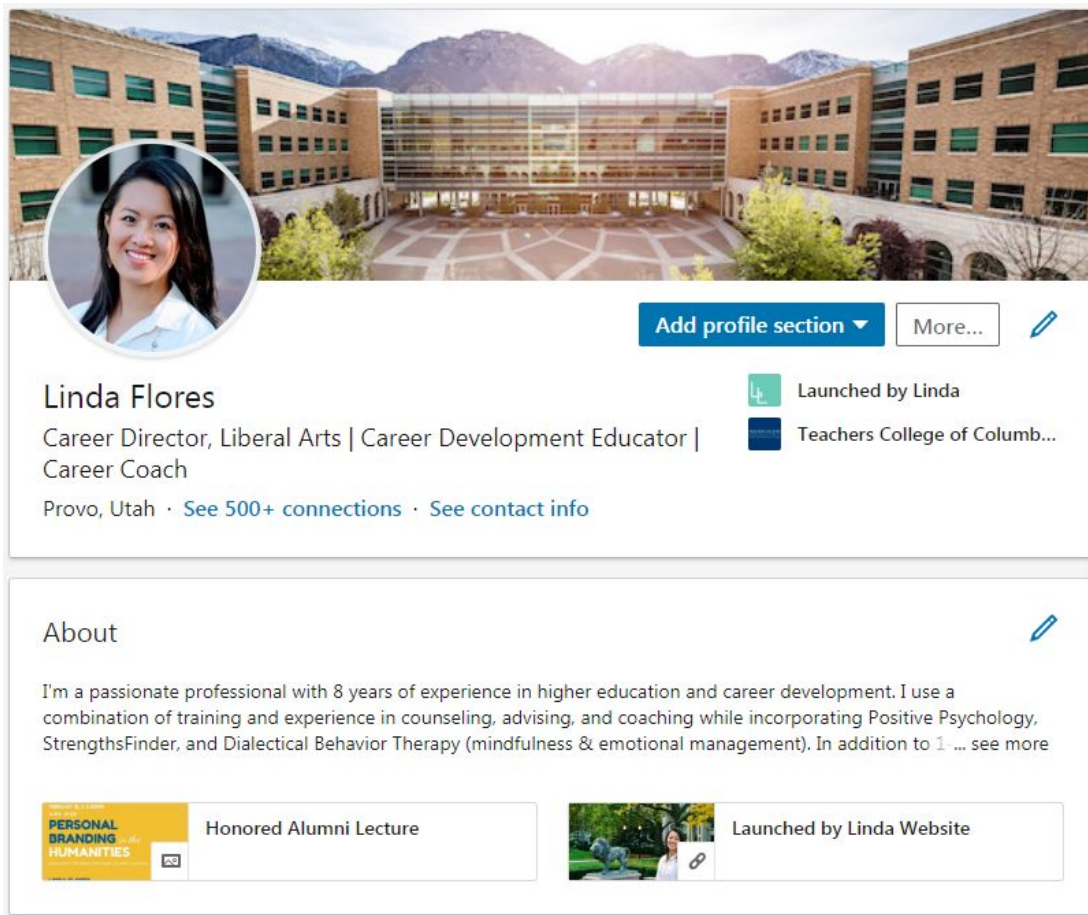
70% of recruiters have rejected candidates based on online research

Linkedin
Emails
Social Media
Website
Name
Bio
Images



Consistent
Professional
Authentic
Updated
Relevant





Online




This image shows a screenshot of a Facebook profile for Linda Flores. The profile picture is a circular portrait of a smiling woman with dark hair. The cover photo is a wide-angle shot of a large, modern brick building with a central glass-enclosed courtyard, set against a backdrop of snow-capped mountains. The profile name is Linda Flores, and her bio identifies her as a Career Director, Liberal Arts | Career Development Educator | Career Coach in Provo, Utah. It also mentions she has 500+ connections and provides a link to her contact info. The 'About' section describes her 8 years of experience in higher education and career development, highlighting her use of Positive Psychology, StrengthsFinder, and Dialectical Behavior Therapy. Below the bio, there are two featured posts: 'Honored Alumni Lecture' with a yellow book cover titled 'PERSONAL BRANDING HUMANITIES' and 'Launched by Linda Website' with a small photo of Linda in front of a green building.


 [Add profile section](#) [More...](#) 


Linda Flores
Career Director, Liberal Arts | Career Development Educator | Career Coach
Provo, Utah · [See 500+ connections](#) · [See contact info](#)

 Launched by Linda
 Teachers College of Columb...

About 

I'm a passionate professional with 8 years of experience in higher education and career development. I use a combination of training and experience in counseling, advising, and coaching while incorporating Positive Psychology, StrengthsFinder, and Dialectical Behavior Therapy (mindfulness & emotional management). In addition to 1... see more

 **Honored Alumni Lecture**

 **Launched by Linda Website**

Online



Brianna Selph

Emerging Museum Professional | Passionate Historian | Experience Creator
Connected 1 month ago



Carly Callister

Editing Enthusiast | Social Media Marketing | Seeking Editing Opportunities in NYC
Connected 1 week ago



Erica Bassett

Aspiring Editor || Writing and Psychology Enthusiast || Collaborator
Connected 54 minutes ago



Nate Haines

Creative Writer // Career Exploration Enthusiast // Performance Psychology Coach
Connected 1 month ago



Joshua White

Empathetic Leader | Life-Long Learner | Business Enthusiast | Future Chemical Engineer
Connected 1 week ago



Jordan M. Hanks

Career Mentor | Communications Expert | Personality Nut
Connected 1 month ago



Impressions

About You

Approachable

Trustworthy

Competent

Supportive

About Themselves

Calm

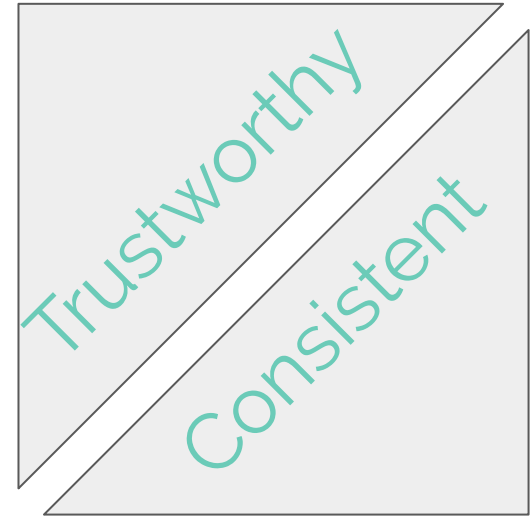
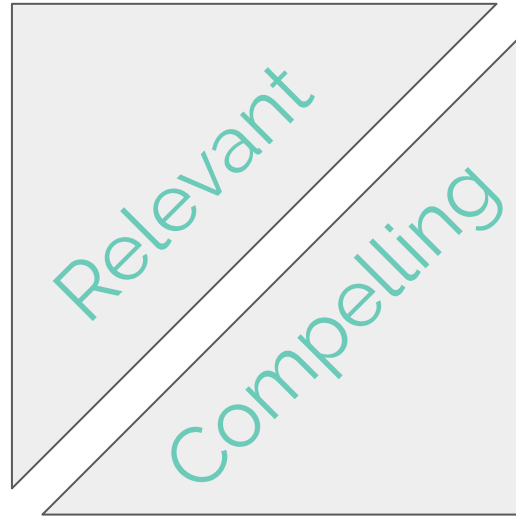
Inspired

Empowered

Hopeful



All good brands should be



Continuing the conversation on personal branding



Linda Flores

Brigham Young University
Career Director

linda_flores@byu.edu

